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FAS-FAX:
Canadian Newspapers

Circulation averages
for six months ended
September 30, 1986

Daily Newspapers

Preliminary figures as filed with:

Audit Bureau of Circulations
900 N. Meacham Road, Schaumburg, IL 60173-4968

INFORMATION FOR THE USERS OF THIS REPORT

ABC Daily Newspaper FAS-FAX reports are published semiannually in April and October and include selected data from regular Publisher's Statements as filed with ABC by publisher members. US and Canadian newspaper data are published in separate volumes.

Circulation figures for most newspapers in this FAS-FAX report are six-month averages. In some cases, the annual audit reporting periods do not coincide with the generally used March 31 and September 30 closing dates and, in these cases, the figures are three-month averages (see note on symbols). Publisher's Statement Not Filed By Press Time indicates that the publisher has not filed their statement prior to the closing date of this issue of FAS-FAX.

As in the case of all data filed with ABC, the data are subject to confirmation by regularly scheduled audits. If there is an adjustment of five percent or more between the publisher's figures and the auditor's findings, then the previous year comparison figures shown in FAS-FAX are adjusted to the auditor's findings. When a newspaper in a competitive market is adjusted under this policy, all other newspapers in the market are adjusted to the actual audit (see note on symbols). Additional detailed information for each listed newspaper is contained in its Publisher's Statement and Audit Report.

City and Retail Trading Zones are market areas defined by the Audit Bureau. Newspaper Designated Market is that geographical area which is considered to be the market served by the newspaper. City Of Publication indicates circulation is reported by corporate city rather than zones or other optional methods. Detailed descriptions of census units comprising each newspaper's market definitions are contained in the regular Publisher's Statements and Audit Reports.

Occupied Households figures (OH's) used in this report are 1986 ABC estimates. Questions should be directed to Manager, Market Information.

Ratio Circulation/Occupied Households is a mathematical relationship of average paid circulation to occupied households within the designated area.

SYMBOLS

#	Identifies newspaper reporting circulation averages by Newspaper Designated Market. OH's and Ratio Circ/OH's data are applicable to that market designation.
@	Identifies newspaper reporting circulation averages by City Of Publication. OH's and Ratio Circ/OH's data are applicable to that market designation.
*	Identifies three-month circulation averages (see text above).
+	Identifies adjusted comparison figures (see text above).

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Source: Audit Bureau of Circulations' FAS-FAX Report - September 30, 1986.

ALBERTA		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/ OH'S	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/ OH'S	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/86	TOTAL CIRCULATION AS OF 9/30/85
CALGARY (CEN. DIV. 6)		240,500			160,200			400,700			
HERALD	M (M-TH & SAT)		115,765	48.14		16,590	10.36		132,355	134,801	131,817
HERALD	FRI M		149,363	62.11		23,850	14.89		173,213	175,533	176,946
HERALD	SUN		102,832	42.76		13,726	8.57		116,558	118,357	108,608
SUN	M (M-F)		62,210	25.87		10,289	6.42		72,499	74,257	71,034*
SUN	SUN		71,737	29.83		14,282	8.92		86,019	88,370	86,178*
EDMONTON (CEN. DIV. 11)		227,400			254,000			481,400			
JOURNAL	M (M-TH & SAT)		115,689	50.87		42,316	16.66		158,005	160,934*	162,594
JOURNAL	FRI M		133,865	58.87		58,522	23.04		192,387	195,438*	202,583
JOURNAL	SUN		104,367	45.90		36,190	14.25		140,557	142,466*	142,618
EDMONTON (CEN. DIV. 11)		260,800#						260,800			
SUN	M (M-F)	#	69,461	26.63					69,461	83,503*	79,165*
SUN	SUN	#	96,805	37.12					96,805	115,578*	110,396*
FORT McMURRAY (CEN. DIV. 12)		13,100@						13,100			
TODAY	E (M-TH)	@	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
TODAY	FRI E	@	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
GRANDE PRAIRIE (CEN. DIV. 15)		9,400			24,600			34,000			
HERALD-TRIBUNE	E (M-TH)		5,790	61.60		2,416	9.82		8,206	8,298	8,086
HERALD-TRIBUNE	FRI E		7,949	84.56		2,918	11.86		10,867	11,001	10,603
LETHBRIDGE (CEN. DIV. 2)		22,100			34,900			57,000			
HERALD	E		14,511	65.66		10,395	29.79		24,906	25,099*	25,690
MEDICINE HAT (CEN. DIV. 1)		16,200			6,400			22,600			
NEWS	E		11,666	72.01		2,093	32.70		13,759	13,974	13,922
RED DEER (CEN. DIV. 8)		20,400			47,200			67,600			
ADVOCATE	E		13,622	66.77		8,713	18.46		22,335	22,448*	
BRITISH COLUMBIA											
CRANBROOK (EAST KOOTENAY RD)		6,500			15,800			22,300			
TOWNSMAN	E (M-F)		PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FORT ST. JOHN (PEACE RIVER-LIARD RD)		4,600			2,100			6,700			
ALASKA HIGHWAY NEWS	E (M-F)		2,538	55.17		697	33.19		3,235	3,291	3,588

@CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET

*AVERAGES FOR 3 MONTHS

BRITISH COLUMBIA		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/ OH'S	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/ OH'S	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/86	TOTAL CIRCULATION AS OF 9/30/85
KAMLOOPS (THOMPSON-NICOLA RD)		22,600			13,900			36,500			
NEWS	E (M-F)		17,711	78.37		2,642	19.01		20,353	20,541	21,227
KELOWNA (CENTRAL OKANAGAN RD)		18,800			16,500			35,300			
COURIER	E		13,789	73.35		2,211	13.40		16,000	16,183	15,695
NANAIMO (NANAIMO RD)		19,100			31,400			50,500			
FREE PRESS	E		7,792	40.80		1,400	4.46		9,192	9,286	8,628
NELSON (CENTRAL KOOTENAY RD)		3,800			19,900			23,700			
NEWS	M (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
PENTICTON (OKANAGAN-SIMILKAMEEN RD)		10,700			13,000			23,700			
HERALD	E (M-F)		6,403	59.84		1,596	12.28		7,999	8,112	8,053
PORT ALBERNI (ALBERNI-CLAYOQUOT RD)		6,800			4,200			11,000			
VALLEY TIMES	E (M-F)				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
PRINCE GEORGE (FRASER-FORT GEORGE RD)		22,800			21,200			44,000			
CITIZEN	E		17,956	78.75		3,005	14.17		20,961	21,260	21,740
PRINCE RUPERT (SKEENA-QUEEN CHARLOTTE RD)		5,900			2,000			7,900			
NEWS	E (M-F)		3,607	61.14		218	10.90		3,825	3,875	3,996
TRAIL (KOOTENAY BOUNDARY RD)		4,400			10,900			15,300			
TIMES	E (M-F)		3,062	69.59		2,604	23.89		5,666	5,844	6,169
VANCOUVER (GREATER VANCOUVER RD)		350,600			245,800			596,400			
PROVINCE	M (M-F)		86,848	24.77		57,251	23.29		144,099	175,262	167,638
PROVINCE	SUN		105,128	29.99		74,915	30.48		180,043	223,301	212,277
SUN	E (M-TH)		139,244	39.72		69,989	28.47		209,233	229,692	233,759
SUN	FRI E		163,904	46.75		83,867	34.12		247,771	273,616	279,048
SUN	SAT E		159,988	45.63		86,536	35.21		246,524	280,456	278,876
VERNON (NORTH OKANAGAN RD)		11,600			20,300			31,900			
NEWS	E		7,058	60.84		1,168	5.75		8,226	8,394	8,378
VICTORIA (CAPITAL RD)		105,400#			61,100			166,500			
TIMES-COLONIST	ALL DAY	#	63,529	60.27		11,008	18.02		74,537	77,698	76,615
TIMES-COLONIST	SUN	#	61,274	58.13		10,864	17.78		72,138	75,442	74,507

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#NEWSPAPER DESIGNATED MARKET

*AVERAGES FOR 3 MONTHS

MANITOBA		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/ OH'S	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/ OH'S	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/86	TOTAL CIRCULATION AS OF 9/30/85
BRANDON (CEN. DIV. 7)		14,500			27,700			42,200			
SUN	E (M-TH & SAT)		10,846	74.80		6,494	23.44		17,340	17,809*	18,022*
SUN	FRI E		11,721	80.83		9,442	34.09		21,163	21,762*	21,839*
PORTAGE LA PRAIRIE (CEN. DIV. 9)		5,100			4,400			9,500			
GRAPHIC	E	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
WINNIPEG (CEN. DIV. 11)		242,800#			67,700			310,500			
FREE PRESS	E (M-F)	#	132,793	54.69		22,225	32.83		155,018	170,443	174,315
FREE PRESS	SAT E	#	165,455	68.14		40,815	60.29		206,270	231,667	238,186
FREE PRESS	SUN	#	115,501	47.57		19,257	28.44		134,758	147,567	151,148
WINNIPEG (CEN. DIV. 11)		240,500#						240,500			
SUN	M (M-F)	#	39,371	16.37					39,371	45,398	43,453
SUN	SUN	#	45,905	19.09					45,905	53,377	53,288
NEW BRUNSWICK											
CARAQUET (GLOUCESTER CO.)		13,800#			12,500			26,300			
L'ACADIE NOUVELLE	M (M-F)	#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
FREDERICTON (YORK CO.)		17,900			24,200			42,100			
GLEANER	E		15,710	87.77		11,056	45.69		26,766	27,799	27,299
MONCTON (WESTMORLAND CO.)		27,700			72,300			100,000			
TIMES-TRANSCRIPT	E		23,941	86.43		19,014	26.30		42,955	45,346	45,091
SAINT JOHN (SAINT JOHN CO.)		29,300			211,100			240,400			
TELEGRAPH-JOURNAL, TIMES-GLOBE	CMB DLY		25,065	85.55		39,058	18.50		64,123	64,663	65,280
TELEGRAPH-JOURNAL	M (M-F)		3,322	11.34		28,767	13.63		32,089	32,465	33,191
TIMES-GLOBE	E (M-F)		21,743	74.21		10,291	4.87		32,034	32,198	32,089
TELEGRAPH-JOURNAL	SAT M		22,262	75.98		39,521	18.72		61,783	62,360	63,277
NEWFOUNDLAND											
CORNER BROOK (CEN. DIV. 5)		7,000			17,600			24,600			
WESTERN STAR	E		4,803	68.61		5,113	29.05		9,916	10,770	10,614

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#NEWSPAPER DESIGNATED MARKET

*AVERAGES FOR 3 MONTHS

NEWFOUNDLAND		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/ OH'S	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/ OH'S	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/86	TOTAL CIRCULATION AS OF 9/30/85
ST. JOHN'S (CEN. DIV. 1)		25,000			142,400			167,400			
TELEGRAM	E (M-F)		21,088	84.35		17,081	12.00		38,169	38,392	37,923
TELEGRAM	WKND		23,799	95.20		29,591	20.78		53,390	54,003	53,506
NOVA SCOTIA											
AMHERST (CUMBERLAND CO.)		3,600			12,300			15,900			
NEWS	M (M-F)		2,464	68.44		1,654	13.45		4,118	4,208	
HALIFAX (HALIFAX CO.)		81,100			172,800			253,900			
CHRONICLE-HERALD, MAIL-STAR	CMB DLY		58,836	72.55		68,553	39.67		127,389	138,144	137,516
CHRONICLE-HERALD	M		13,835	17.06		55,855	32.32		69,690	80,274	80,085
MAIL-STAR	E		45,001	55.49		12,698	7.35		57,699	57,870	57,431
HALIFAX (HALIFAX CO.)		110,200#						110,200			
THE DAILY NEWS	M	#	18,580	16.86					18,580	20,176	20,116
NEW GLASGOW (PICTOU CO.)		8,300			9,300			17,600			
NEWS	E		7,201	86.76		3,415	36.72		10,616	11,099	11,092
SYDNEY (CAPE BRETON CO.)		12,300			41,800			54,100			
POST	E		11,592	94.24		19,150	45.81		30,742	31,115	31,457
TRURO (COLCHESTER CO.)		7,000			14,800			21,800			
NEWS	E		5,053	72.19		3,609	24.39		8,662	8,802	8,557
ONTARIO											
BARRIE (SIMCOE CO.)		16,100			25,900			42,000			
EXAMINER	E		9,896	61.47		3,510	13.55		13,406	13,552	13,288
BELLEVILLE (HASTINGS CO.)		14,700			41,300			56,000			
INTELLIGENCER	E		10,501	71.44		6,910	16.73		17,411	17,607	17,223
BRAMPTON (PEEL RM)		63,000			9,300			72,300			
TIMES	E (M-F)		7,621	12.10		248	2.67		7,869	7,921	7,056
BRANTFORD (BRANT CO.)		27,900			40,900			68,800			
EXPOSITOR	E		21,388	76.66		10,350	25.31		31,738	32,317	32,041

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*AVERAGES FOR 3 MONTHS

ONTARIO		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/ OH'S	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/ OH'S	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/86	TOTAL CIRCULATION AS OF 9/30/85
BROCKVILLE (LEEDS CO.)											
RECORDER & TIMES	E	8,300	7,323	88.23	21,400	7,733	36.14	29,700	15,056	15,443	14,994
CAMBRIDGE (WATERLOO RM)											
REPORTER	E	27,900	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		4,500			32,400			
CHATHAM (KENT CO.)											
NEWS	E	14,900	10,086	67.69	25,000	5,214	20.86	39,900	15,300	15,433	15,780
COBOURG (NORTHUMBERLAND CO.)											
STAR	E (M-F)	4,600	3,574	77.70	5,500	1,789	32.53	10,100	5,363	5,525*	5,333*
CORNWALL (STORMONT CO.)											
STANDARD-FREEHOLDER)	E	17,000	12,466	73.33	12,200	3,978	32.61	29,200	16,444	17,056	16,886
GUELPH (WELLINGTON CO.)											
MERCURY	E	28,500	15,278	53.61	24,500	2,935	11.98	53,000	18,213	18,353	18,093
HAMILTON (HAMILTON-WENTWORTH RM)											
SPECTATOR	E	174,700	110,260	63.11	105,000	25,743	24.52	279,700	136,003	138,427	140,031*
KENORA (KENORA DIST.)											
MINER & NEWS	E (M-F)	3,600	3,707	102.97	3,500	807	23.06	7,100	4,514	4,724*	4,821*
KINGSTON (FRONTENAC CO.)											
WHIG-STANDARD	E	50,600#	#		11,900	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		62,500			
KIRKLAND LAKE (TIMISKAMING DIST.)											
NORTHERN NEWS	E	4,900	3,267	66.67	10,900	2,175	19.95	15,800	5,442	5,618	5,732
KITCHENER-WATERLOO (WATERLOO RM)											
RECORD	E	75,200	49,899	66.36	45,600	17,281	37.90	120,800	67,180	77,844	
LINDSAY (VICTORIA CO.)											
POST	E (M-F)	6,000			16,100	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME		22,100			
POST	TH E				PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME						
LONDON (MIDDLESEX CO.)											
FREE PRESS	M	109,900	64,384	58.58	206,700	59,920	28.99	316,600	124,304	126,971	127,188
NIAGARA FALLS (NIAGARA RM)											
REVIEW	E	26,600	17,134	64.41	13,600	3,258	23.96	40,200	20,392	20,572*	20,337

@CITY OF PUBLICATION
#NEWSPAPER DESIGNATED MARKET

*AVERAGES FOR 3 MONTHS

ONTARIO		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/ OH'S	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/ OH'S	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/86	TOTAL CIRCULATION AS OF 9/30/85
NORTH BAY (NIPISSING DIST.)		18,600			18,200			36,800			
NUGGET	E		13,995	75.24		8,211	45.12		22,206	23,876	23,366
ORILLIA (SIMCOE CO.)		8,900			12,500			21,400			
PACKET & TIMES	E		6,638	74.58		3,068	24.54		9,706	9,859*	9,817*
OSHAWA-WHITBY (DURHAM RM)		61,900			45,500			107,400			
TIMES	E		19,728	31.87		2,046	4.50		21,774	21,909	21,979
OTTAWA (OTTAWA-CARLETON RM)		296,600#						296,600			
	ALL DAY										
CITIZEN	(M-F)	#	144,600	48.75					144,600	184,724	187,939
CITIZEN	SAT M	#	181,250	61.11					181,250	238,461	239,071
OTTAWA-HULL (OTTAWA-CARLETON RM)		250,800#						250,800			
LE DROIT	ALL DAY	#	30,283	12.07					30,283	37,437	34,584
LE DROIT	SAT E	#	34,351	13.70					34,351	42,506	44,754
OWEN SOUND (GREY CO.)		7,600			33,900			41,500			
SUN TIMES	E		6,925	91.12		14,523	42.84		21,448	22,784	22,126
PEMBROKE (RENFREW CO.)		5,800			16,800			22,600			
OBSERVER	E		3,971	68.47		2,749	16.36		6,720	6,814	7,080
PETERBOROUGH (PETERBOROUGH CO.)		24,000			27,100			51,100			
EXAMINER	E		16,923	70.51		7,487	27.63		24,410	25,046	24,526
PORT HOPE (NORTHUMBERLAND CO.)		4,200			1,200			5,400			
GUIDE	E (M-F)		2,975	70.83		426	35.50		3,401	3,477*	3,424*
ST. CATHARINES (NIAGARA RM)		48,800			15,400			64,200			
STANDARD	E		33,843	69.35		6,062	39.36		39,905	41,965	41,873
ST. THOMAS (ELGIN CO.)		11,500			14,200			25,700			
TIMES-JOURNAL	E		6,916	60.14		2,760	19.44		9,676	9,755	9,903
SARNIA (LAMBTON CO.)		29,900			19,800			49,700			
OBSERVER	E		19,868	66.45		3,831	19.35		23,699	23,809	23,250
SAULT STE. MARIE (ALGOMA DIST.)		27,600			6,600			34,200			
STAR	E		21,008	76.12		4,723	71.56		25,731	26,262	25,827
SIMCOE (HALDIMAND-NORFOLK RM)		5,200			16,500			21,700			
REFORMER	E (M-F)		4,156	79.92		5,332	32.32		9,488	9,727	9,802

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*AVERAGES FOR 3 MONTHS

ONTARIO		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/ OH'S	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/ OH'S	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/86	TOTAL CIRCULATION AS OF 9/30/85
STRATFORD (PERTH CO.)		10,000			11,300			21,300			
BEACON-HERALD	E		8,050	80.50		4,454	39.42		12,504	12,966	12,796
SUDBURY (SUDBURY RM)		51,700#			22,000			73,700			
STAR	E	#	23,756	45.95		2,835	12.89		26,591	26,803	26,454
THUNDER BAY (THUNDER BAY DIST.)		40,100			19,300			59,400			
TIMES-NEWS, CHRONICLE-JOURNAL	CMB DLY		29,618	73.86		5,648	29.26		35,266	36,380*	36,444
TIMES-NEWS	M		2,387	5.95		5,152	26.69		7,539	8,464*	8,969
CHRONICLE-JOURNAL	E		27,231	67.91		496	2.57		27,727	27,916*	27,475
TIMMINS (COCHRANE DIST.)		16,300			5,600			21,900			
PRESS	E		10,254	62.91		1,397	24.95		11,651	13,319	13,146
TORONTO (TORONTO RM)		2,048,000#						2,048,000			
RACING FORM	MON M									3,769*	4,615
RACING FORM	M (TU-F)									5,339*	5,027
RACING FORM	SAT M									10,700*	10,330
RACING FORM	SUN									9,392*	9,962
	ALL DAY										
STAR	(M-F)	#	467,236	22.81					467,236	525,669	516,806
STAR	SAT M	#	708,845	34.61					708,845	802,397	806,193
STAR	SUN	#	416,398	20.33					416,398	531,341	521,339
TORONTO (TORONTO RM)		1,291,700#						1,291,700			
SUN	M (M-F)	#	254,308	19.69					254,308	286,883	267,882
SUN	SUN	#	382,568	29.62					382,568	456,245	451,261
WELLAND-PORT COLBORNE (NIAGARA RM)		24,100			21,200			45,300			
TRIBUNE	E		13,844	57.44		2,313	10.91		16,157	16,623	16,603
WILLOWDALE (TORONTO MM)											
COMMERCIAL NEWS & CONSTRUCTION RECORD	M (M-F)									5,862	5,939
WINDSOR (ESSEX CO.)		78,600			58,800			137,400			
STAR	E		65,341	83.13		22,607	38.45		87,948	88,262	85,933
WOODSTOCK (OXFORD CO.)		9,900			17,000			26,900			
SENTINEL-REVIEW	E		5,793	58.52		3,105	18.26		8,898	8,978	8,975

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*AVERAGES FOR 3 MONTHS

PRINCE EDWARD ISLAND		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/ OH'S	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/ OH'S	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/86	TOTAL CIRCULATION AS OF 9/30/85
CHARLOTTETOWN (QUEENS CO.)		8,200			34,400			42,600			
GUARDIAN, PATRIOT	CMB DLY		10,568	128.88		12,886	37.46		23,454	23,866	23,590
GUARDIAN	M		6,842	83.44		10,966	31.88		17,808	18,189	17,816
PATRIOT	E		3,726	45.44		1,920	5.58		5,646	5,677	5,774
SUMMERSIDE (PRINCE CO.)		4,100			11,900			16,000			
JOURNAL-PIONEER	E		3,822	93.22		6,374	53.56		10,196	11,468	11,286
QUEBEC											
CHICOUTIMI (CHICOUTIMI CO.)		20,200			43,300			63,500			
LE QUOTIDIEN DU SAGUENAY-LAC ST. JEAN	M	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
PROGRES DIMANCHE	SUN	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME									
GRANBY (SHEFFORD CO.)		19,200			33,800			53,000			
LA VOIX DE L'EST	M		8,825	45.96		5,827	17.24		14,652	14,974	14,051
MONTREAL (ILE DE MONTREAL CO.)		957,500			412,000			1,369,500			
GAZETTE	M (M-F)		163,076	17.03		19,106	4.64		182,182	199,204	196,405
GAZETTE	SAT M		210,306	21.96		34,348	8.34		244,654	271,203	268,536
MONTREAL (ILE DE MONTREAL CO.)		1,226,500#			143,000			1,369,500			
LA PRESSE	M (M-F)	#	155,131	12.65		11,306	7.91		166,437	191,698	188,792
LA PRESSE	SAT M	#	235,382	19.19		22,461	15.71		257,843	303,201	294,603
LA PRESSE	SUN	#	108,165	8.82		9,963	6.97		118,128	139,059	128,086
MONTREAL (ILE DE MONTREAL CO.)		1,126,800#			242,700			1,369,500			
LE DEVOIR	M (M-F)	#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
LE DEVOIR	SAT M	#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
LE JOURNAL	M (M-F)	#	220,475	19.57		50,546	20.83		271,021	317,024	308,077
LE JOURNAL	SAT M	#	230,040	20.42		67,060	27.63		297,100	354,505	341,807
LE JOURNAL	SUN	#	210,253	18.66		63,895	26.33		274,148	338,369	309,447
QUEBEC (QUEBEC CO.)		211,800#			47,700			259,500			
LE JOURNAL	M (M-F)	#	59,272	27.98		9,284	19.46		68,556	103,127	102,960
LE JOURNAL	SAT M	#	58,981	27.85		10,963	22.98		69,944	106,350	104,566
LE JOURNAL	SUN	#	50,926	24.04		9,157	19.20		60,083	91,553	86,063
QUEBEC (QUEBEC CO.)		203,000#			56,500			259,500			
LE SOLEIL	M (M-F)	#	71,642	35.29		11,767	20.83		83,409	111,575	110,826
LE SOLEIL	SAT M	#	90,918	44.79		13,946	24.68		104,864	136,621	131,998
LE SOLEIL	SUN	#	55,080	27.13		9,097	16.10		64,177	87,859	85,049

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*AVERAGES FOR 3 MONTHS

QUEBEC		CZ OR NDM OH'S	CZ OR NDM CIRC	RATIO CIRC/ OH'S	RTZ OR NDM OH'S	RTZ OR NDM CIRC	RATIO CIRC/ OH'S	TOTAL NDM OR CZ & RTZ OH'S	TOTAL NDM OR CZ & RTZ CIRC	TOTAL CIRCULATION AS OF 9/30/86	TOTAL CIRCULATION AS OF 9/30/85
SHERBROOKE (SHERBROOKE CO.)		34,200			71,900			106,100			
LA TRIBUNE	M (M-F)		20,460	59.82		14,941	20.78		35,401	39,786	38,392
LA TRIBUNE	SAT M		23,854	69.75		16,354	22.75		40,208	44,699	42,991
RECORD	E (M-F)		1,858	5.43		3,199	4.45		5,057	6,273	6,367
TROIS RIVIERES (ST. MAURICE CO.)		75,300#						75,300			
LE NOUVELLISTE	M	#	PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME								
SASKATCHEWAN											
MOOSE JAW (CEN. DIV. 7)		13,900			8,200			22,100			
TIMES-HERALD	E		8,626	62.06		760	9.27		9,386	9,541	9,477
PRINCE ALBERT (CEN. DIV. 15)		12,100			25,900			38,000			
HERALD	E		7,526	62.20		1,557	6.01		9,083	9,256	9,647
REGINA (CEN. DIV. 6)		65,000#			126,100			191,100			
LEADER-POST	E	#	44,806	68.93		24,634	19.54		69,440	70,082	70,165
SASKATOON (CEN. DIV. 11)		69,000#			29,800			98,800			
STAR-PHOENIX	E	#	40,613	58.86		7,470	25.07		48,083	59,785	60,023

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*AVERAGES FOR 3 MONTHS

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